



To,

May 18, 2021

National Stock Exchange India Limited

Exchange Plaza, C-1, Block-G,
Bandra Kurla Complex, Bandra – (East).
Mumbai - 400051

Scrip Code: JYOTHYLAB

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400023

Scrip Code: 532926

Dear Sirs,

Sub: Analyst Meet Presentation

With reference to our letters dated May 11, 2021 and May 12, 2021 pertaining to intimation of schedule of Analyst Meet on Tuesday, May 18, 2021 at 16.30 hours IST, we are enclosing herewith the presentation to be made at the said Analyst meet on Company's performance for the quarter and financial year ended March 31, 2021 and the way forward.

Further, the aforesaid information is also available on the website of the Company at www.jyothy labs.com.

Kindly take the same on your record and display the same on website of the Stock Exchange.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited
(Formerly Known as Jyothy Laboratories Limited)



Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: As above

Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)
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Jyothy Labs



We Salute Our Heroes

PRESENTATION Q4FY21 & FY21

May 18, 2021



CONTENTS

- *Overview*
- *Market Scenario*
- *Our Performance Journey*
- *Result Highlights*
- *Brand Performance & Initiatives*
- *Way Forward*

OVERVIEW

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr. MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** and **Personal Care segments** which constitute 50% of the Indian FMCG industry.

Our Power Brands



Key Product Categories



 ~Rs 1900+ cr Revenue in FY 2021

 2.8 Mn Outlets – Pan India availability

 0.86 mn Direct Reach

 23 Manufacturing Plants

 2400+ Sales team members

 7200+ Channel Partners (Distributor's -1600, Sub-Stockists for Rural Areas -5600)



1 – In Fabric Whitener since its launch 3 decades ago



2 - Dishwash (bar and liquid) category, by value terms



#2 - Mosquito repellent coil, by volume

MARKET SCENARIO

- Q4FY21 witnessed Unlock India Phase:
 - **Healthy Consumer Demand Trends** across Home and Personal Care Categories
 - Strong Rural Demand and Improved Urban Consumption Trends
 - **Robust Momentum** across all **Trade Channels** aided by our Market Development Activities
- During Q1FY21, rise of Covid cases leading to disruption in supply chain and restricted mobility of sales team
- **Acceleration** in adoption of **Digital Technology**. **Online Channel** continues to see good traction

WE ARE ON ACCELERATED GROWTH PLANS -- OUR STRATEGIC LEVERS

#1 Distribution



#2 Brand Investment



#3 Digital Technology



#4 Innovation



#5 Sustainability

- ✓ Hiring of Senior Team
- ✓ Focus on Productivity of Sales Team
- ✓ Added Sub-stockist for rural growth
- ✓ Van Coverage to enhance Rural Coverage
- ✓ Pipeline stock reduced to 10 days

- ✓ Increased Media Spends
- ✓ New Campaigns
- ✓ Celebrity on Board
- ✓ Enhanced Focus on Digital Medium
- ✓ Micro-Marketing activities

- ✓ New Age technologies implemented to capture secondary sales with enhanced function
- ✓ Implemented CRS (Continuous Replenishment System) across all India
- ✓ Launched SFA Retailer App for direct delivery
- ✓ Increased visibility across all E-com platform

- ✓ Tshine floor cleaner - 100% Organic Compound based
- ✓ Exo Bioh Fresh – 100% organic Vegetable and Fruit Cleaner
- ✓ Exo All Surface Cleaner
- ✓ Margo Sanitiser
- ✓ Margo Hand Wash

- ✓ Reduction in Plastic usage
- ✓ Special recognition Award for Best EHS practice in Roorkee plant from CII and in Jammu plant from GSS
- ✓ New Safety and Quality standard implemented across factories to fight against COVID

Results....

OUR JOURNEY FOR THE LAST 12 MONTHS....

Sales Growth	11.6%↑	Net Debt Free ✓ Strict Business Hygiene ✓	Jan-March'21	April'21*	
EBITDA Growth	25.3%↑		Sales Growth	26%	Double Digit Growth
EBITDA Margin	16.5% vs guidance of 15-16%				
PAT Growth	17.3%↑				

SIGNIFICANT MARKET SHARE GAINS!!!!

	Exo Bar	Pril	Maxo - Coil	Maxo - LV	Ujala FB	Ujala IDD **
CY 20 *	12.5%	17.4 %	22.9 %	8.8%	82.6%	20.7%
MS Gain over CY19	120bps ↑	130bps ↑	170bps ↑	40bps ↑	60bps ↑	100bps ↑

* Source – AC Nielsen (CY - Calendar Year)

** in Kerala

*Based on Company's unaudited MIS growth over same period previous year

RESULT HIGHLIGHTS – Q4FY21 SNAPSHOT (CONSOLIDATED)

Revenue up 26% (FMCG Sales up by 27.3%)

Gross Margin at 45.6% from 45.7% in the same period last year

A&P Spend at Rs 38.4 Crores versus Rs 35.6 Crores in the same period last year, an increase by 7.9%

Operating EBITDA at 14.3% (Rs 70.9 Crores) versus 10.3% (Rs 40.6 Crores) in the same period last year, an increase by 74.8%

PBT before exceptional item at Rs 56.3 Crores as against Rs 23.2 Crores, increased by 142.4% over same period last year

Exceptional Item pertains to excise duty receivable for previous years of Rs 23.5 Crores written off pursuant to change in the government policy retrospectively (non-cash item)

PAT at Rs 27.3 Crores as against Rs 26.6 Crores, increased by 2.6% over same period last year

RESULT HIGHLIGHTS – FY21 SNAPSHOT (CONSOLIDATED)

Revenue up 11.6% (FMCG Sales up by 13.1%)

Gross Margin at 47.1% from 47.4% in the same period last year

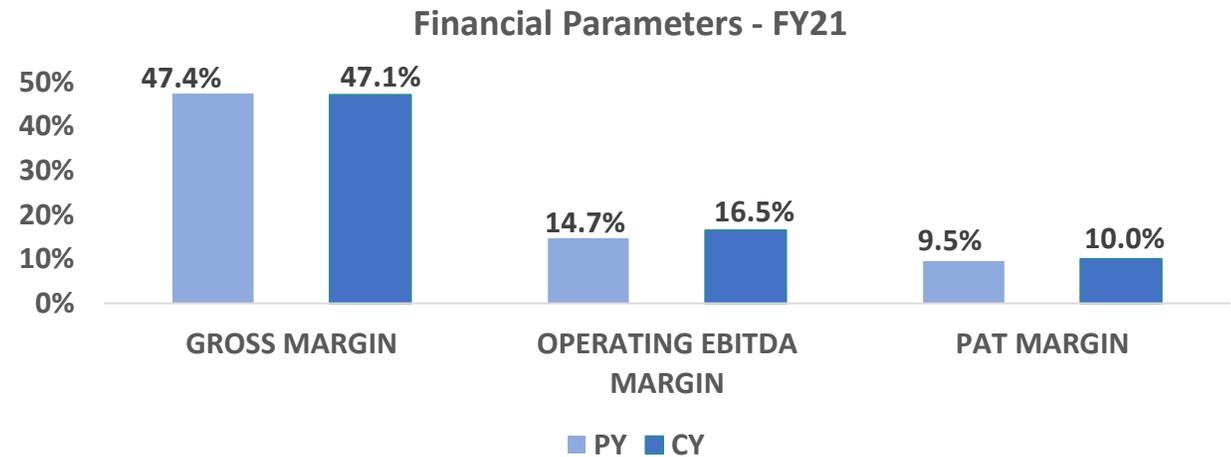
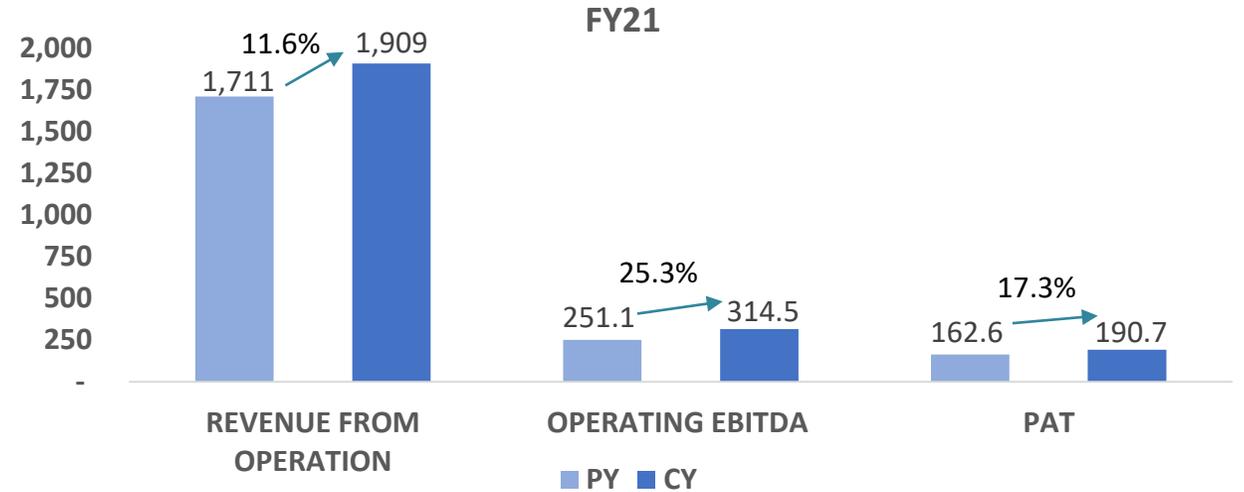
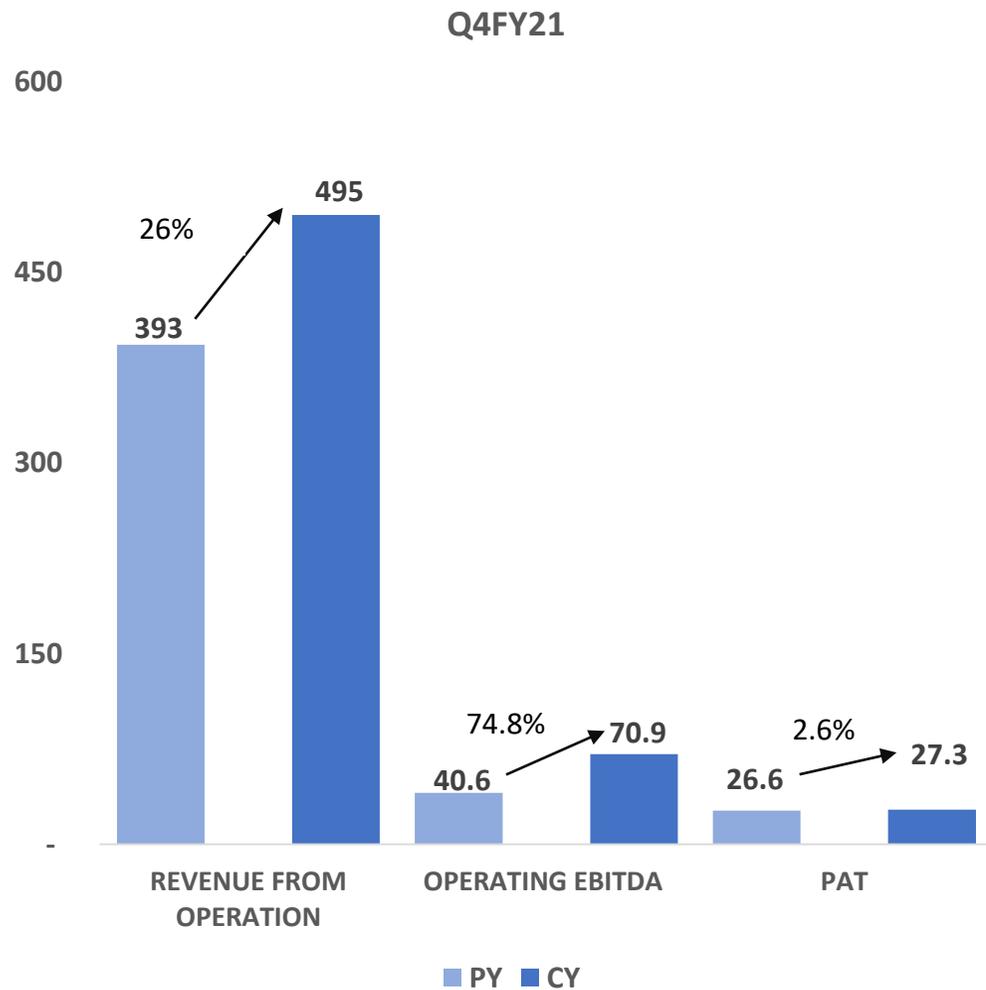
Operating EBITDA at 16.5% (Rs 314.5 Crores) versus 14.7% (Rs 251.1 Crores), increased by 25.3% over last year

PAT at Rs 190.7 Crores as against Rs 162.6 Crores, increased by 17.3% over last year

Net Debt Free. Net Cash balance as at March 31, 2021 of Rs 76.89 Crore vs Net Debt balance of Rs 254 Crore as at March 31, 2020

Proposed Dividend of Rs 4 per share of face value Re 1 (400% vs 300% PY)

Q4FY21 & FY21 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

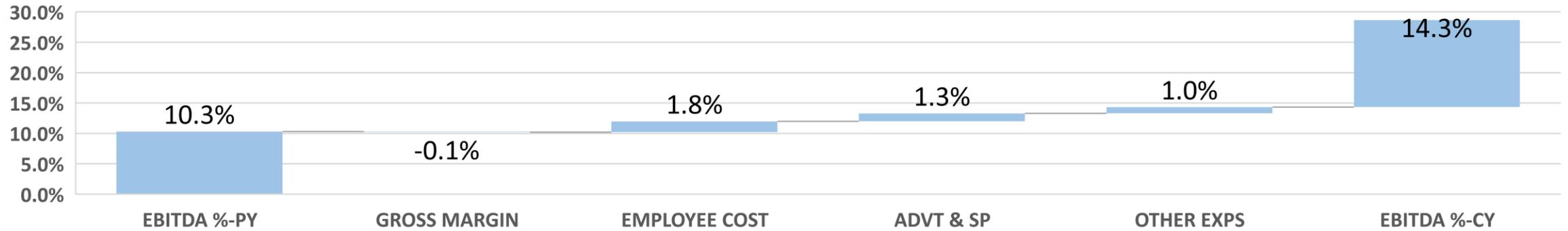


CATEGORY WISE NET REVENUE

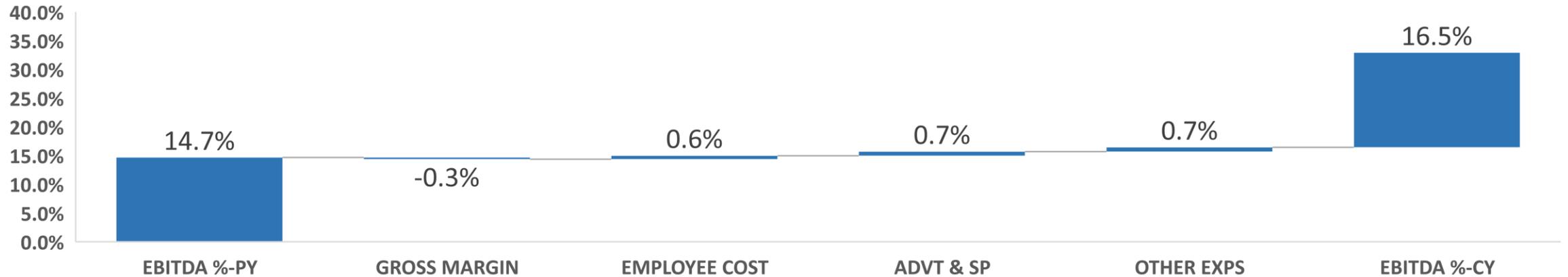
JLL	Category	Products	Q4FY21			FY21		
			CY	PY	GR%	CY	PY	GR%
	Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	180	156	15.7%	669	708	-5.5%
	Dishwashing	Exo & Pril	169	127	33.2%	699	567	23.4%
	Household Insecticides	Maxo	87	64	35.8%	258	181	42.3%
	Personal Care	Margo, Neem & Fa	42	30	38.4%	217	180	20.5%
	Other Products	T Shine & Maya	10	6	56.4%	44	33	32.4%
	Total		488	383	27.3%	1,889	1,670	13.1%
	Laundry Services		7	10		21	41	
	GRAND TOTAL		495	393	26.0%	1,909	1,711	11.6%

EBITDA MOVEMENT (CONSOLIDATED)

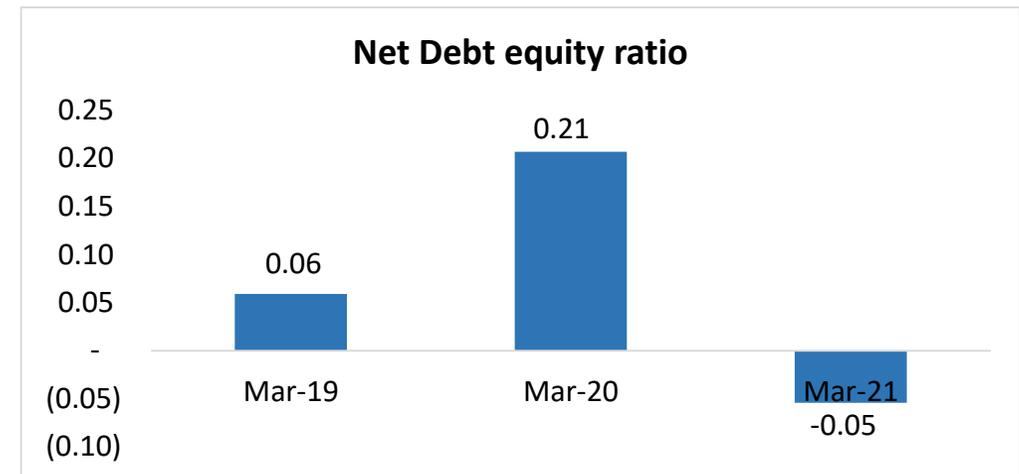
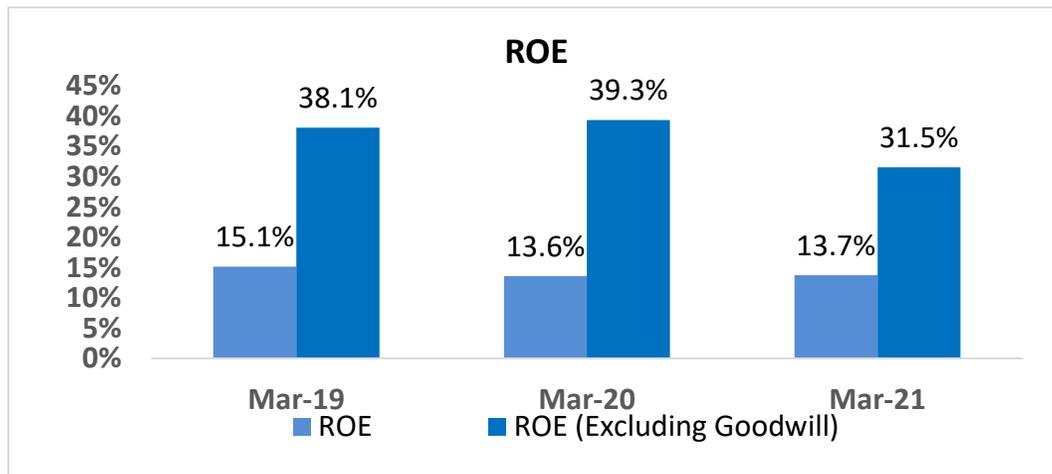
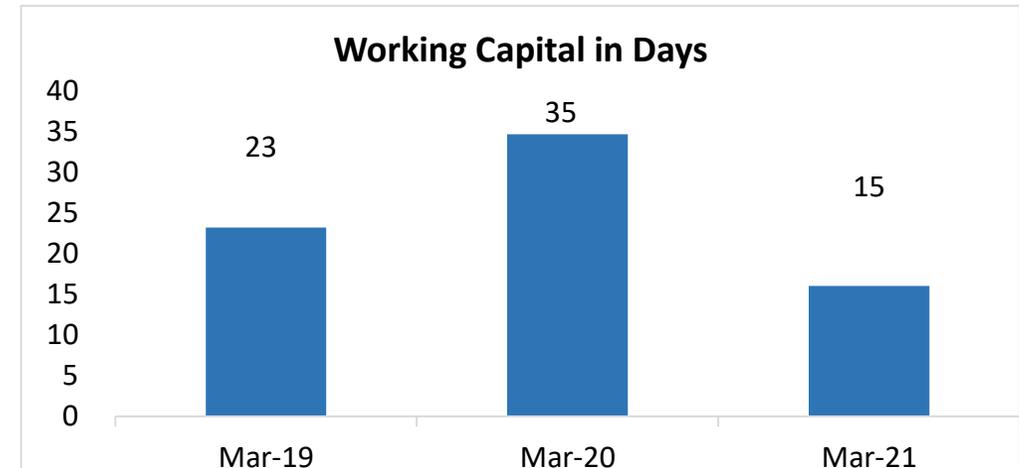
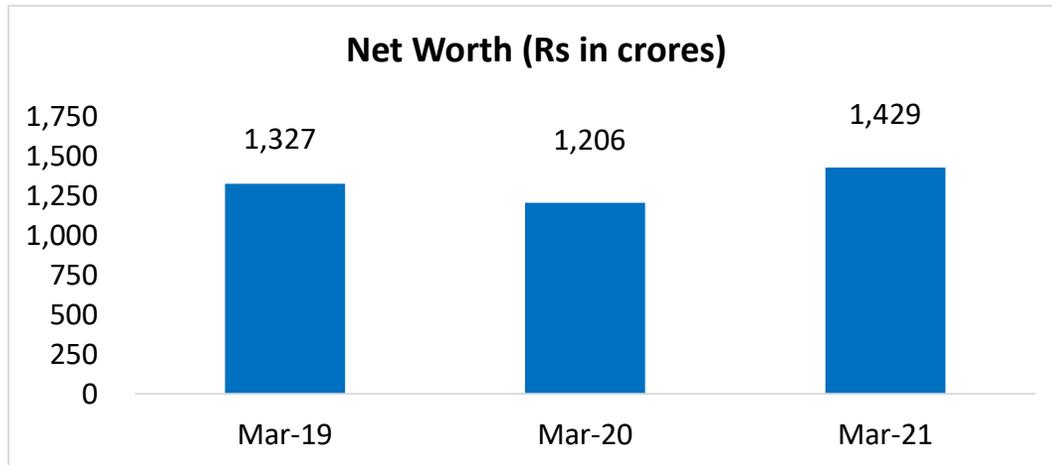
Q4FY21



FY21



FINANCIAL HIGHLIGHTS (CONSOLIDATED)

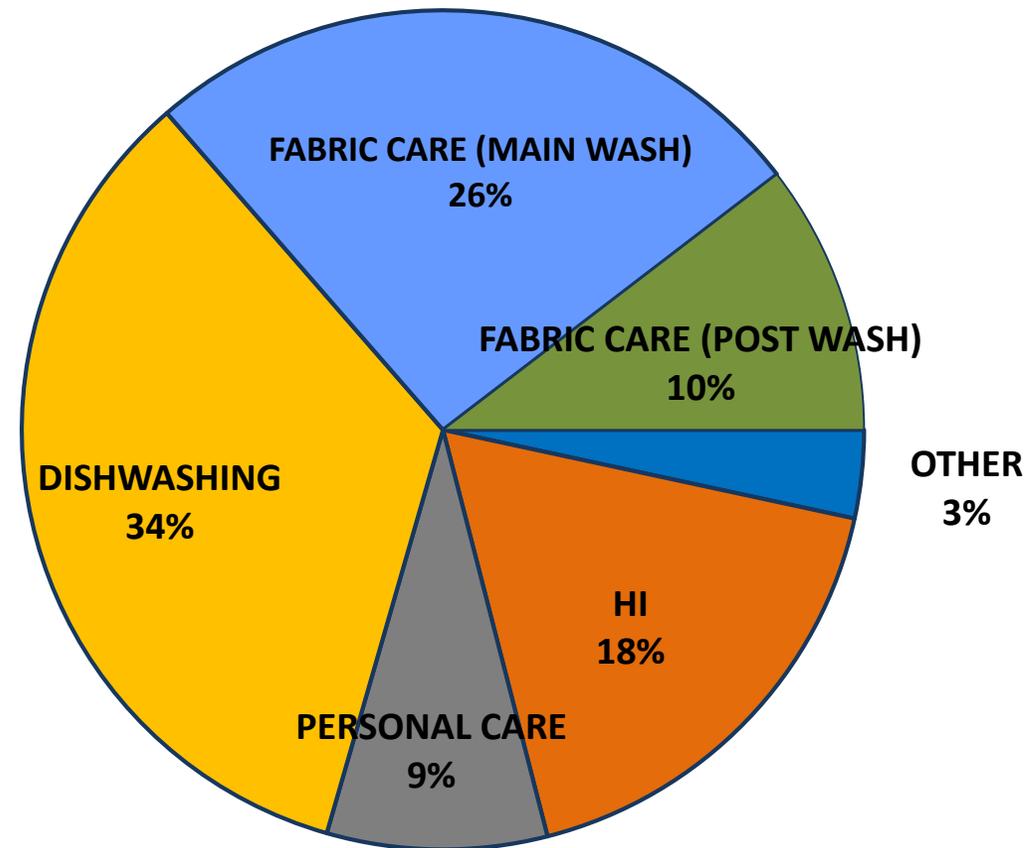




BRAND PERFORMANCE AND INITIATIVES



CATEGORY WISE BUSINESS SHARE (Q4FY21)



FABRIC CARE - 36% OF TOTAL BUSINESS

Category	Q4FY21 Growth in %
Fabric Care	15.7%



FABRIC CARE (POST WASH) – UJALA SUPREME

Market Share in %

Brand	CY 19	CY 20
Ujala Fabric Whitener	82%	82.6%

Source – AC Nielsen (CY - Calendar Year)

Brand Performance:

- Ujala Supreme sales have witnessed consistent upward momentum from previous quarters which indicates consistent demand revival.

Marketing initiatives:

- Consistent brand investment showcasing the benefits of using Ujala Supreme post detergent wash through TV campaign.
- Extensive use of print media – in all key geographies to combat duplicates.
- Increased BTL activity viz wall painting, van branding to showcase superiority of Ujala Supreme over low-cost blues



FABRIC CARE (POST WASH) – UJALA CRISP & SHINE

Brand Performance:

- Q4FY21 witnessed partial opening of offices and school which helped demand revival.
- Brand is continuing to indicate an improved growth trajectory over previous quarter.

Marketing initiatives:

- Continued brand investments on TV featuring Superstar Nayanthara
- Continued retail visibility to drive new trials.



FABRIC CARE (DETERGENTS) – UJALA

Market Share in % (Kerala)

Brand	CY 19	CY20
Ujala Instant Dirt Dissolver('IDD')	19.7%	20.7%

Source – AC Nielsen; Excluding Matic

Brand Performance:

- The brand gained 100 BPS market share in year 2020, consolidating its top position in the mid priced detergent powder market in Kerala.

Marketing initiatives:

- Continued TV presence with Manju Warriar in Kerala and Tamil Nadu
- Visibility drives of consumer promos/offers on leading Ecom portals



FABRIC CARE (DETERGENTS) - HENKO

Brand Performance:

- Henko Portfolio registered strong double-digit growths across both hand wash & machine wash variants.
- While Traditional Trade continued the growth momentum, institutional sales (MT& CSD) picked up momentum in Q4.
- Alternate channels (ECOM) continues to drive growth

Marketing Initiatives:

- Continued campaign presence on national and regional media
- Continued retail visibility & drives as part of the national roll out plan



DISHWASHING - 34% OF TOTAL BUSINESS

Category	Q4FY21 Growth in %
Dishwash	33.2%

Market Share Progress in %	Brand	CY19	CY20
	Exo Bar	11.3	12.5
Pril liquid	16.1	17.4	

EXO AND PRIL - LIQUID DISHWASH AND BAR

- Households focussing on Health & Hygiene aiding dishwash brands.
- Exo Dishwash Bar fortified the delivery on hygiene by giving assurance to consumers that it kills 99.99% Corona virus
- Drive in Small packs is enabling both Exo Bar and Pril Liquid to gain more consumers and thereby help in growing shares

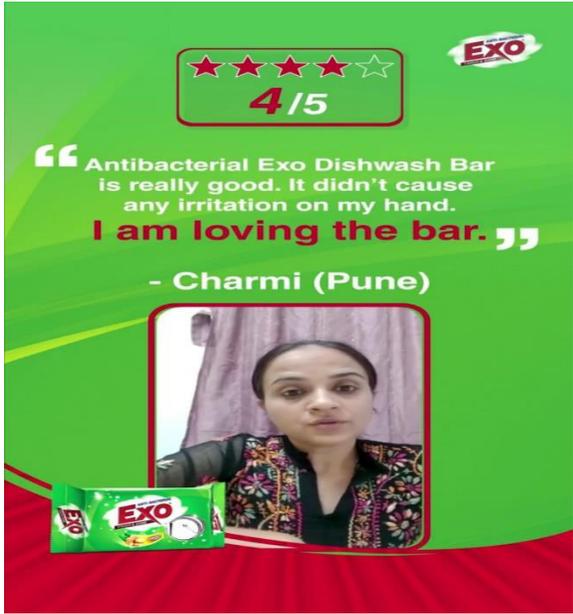
Source – AC Nielsen (Calendar Year)



EXO AND PRIL : WINNING WITH THE CONSUMERS



Wall Painting of Exo Bar in Few Key states with focussed distribution drives



Consumer Speak series on Exo Bar targeted at digital fraternity to establish Antibacterial Exo Dishwash Bar as a must have in kitchen

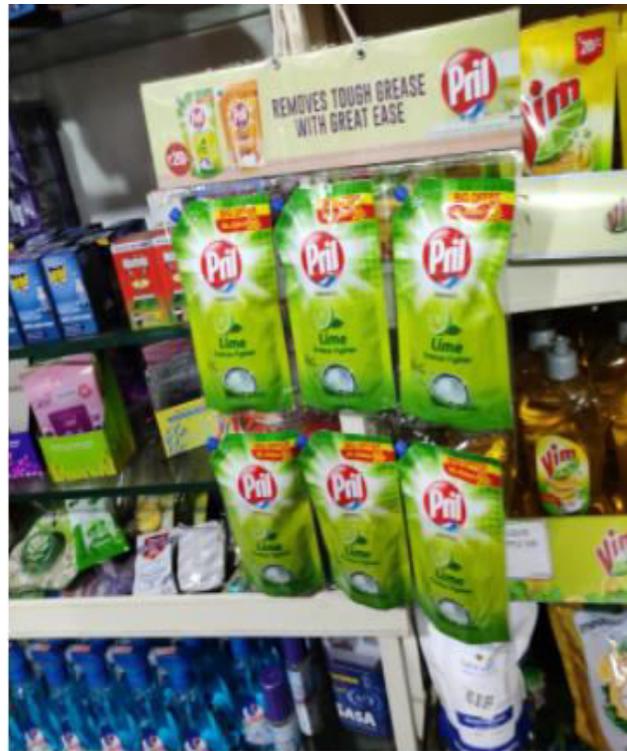


Vox Populi on why consumers love Pril Tamarind Shine specialist. In the series, consumers talked about never experienced before ease and pleasure that they experienced on using Pril Tamarind Shine specialist

EXO AND PRIL : WINNING WITH THE CONSUMERS



Increased facing in Shelves for Exo (small) bars to **encourage trials**



Hanger visibility drive on Pril Rs 20 Pouch to recruit new consumers to the brand



Hanger and Bin activity to enhance visibility of Exo Bactoscrub in neighbourhood and OFO stores



HOUSEHOLD INSECTICIDES - 18% OF TOTAL BUSINESS

Category	Q4FY21 Growth in %
Household Insecticides	35.8%

Market Share Progress in %	Brand	CY19	CY20
	Maxo Coil	21.2	22.9
Maxo Liquid Vaporiser	8.4	8.8	

MAXO - LIQUID VAPORISER, COILS AND INCENSE STICKS

- Increased demand of hygiene products
- Consistent Media support with focus on Key markets
- Strong growth on Genius Combi & Liquid Vaporiser
- Visibility of the brand enhanced through digital campaigns and activations.
- Innovation in Liquid Vaporiser Bottle - Fits all machine significantly increases the growth prospects



NEW REFILL LAUNCH

New Communication on – Fits All Machine



Fits All Machines – New Refill Demo



Enhanced visibility on digital platform



Visibility Drive for the New Refill launch



PERSONAL CARE – 9% of Total Business

Category	Q4FY21 Growth in %
Personal Care	38.4%

Brand Performance:

- Margo led the PC category to register strong growth
 - The composition of the product and the trust of 100 years continues to drive consumer preference
 - Brands with natural ingredients continue to trend

Marketing Initiatives:

- Continued brand investments on TV and OTT platforms
- Micro marketing initiatives in traditionally strong markets
- New TVC launch to support brand extension into hand wash
- Special initiatives to build brand footprint in ecommerce



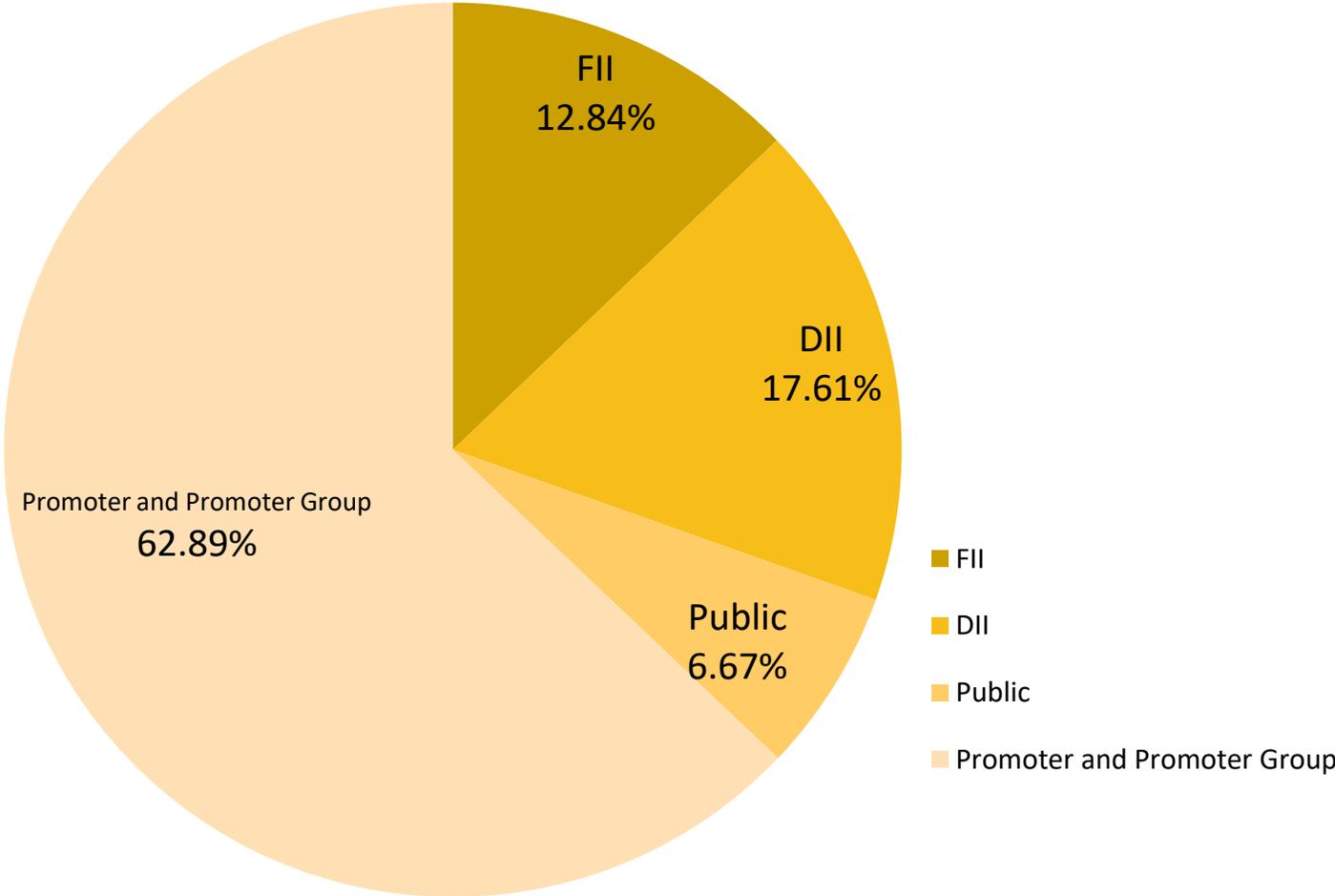
Hand Wash TVC

WAY FORWARD

- Driving towards **Higher Volume** led growth
- Sharp management focus on
 - **Brand Investment** & innovations
 - Use of **Technology** to drive efficiencies &
 - **Distribution Infrastructure** and Reach
- **Inflationary pressure in key raw materials** to be balanced with strategic price increases, cost optimisation initiatives and balanced trade schemes

SHAREHOLDING PATTERN

As on 31 March 2021



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THANK YOU

Contact for any queries

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